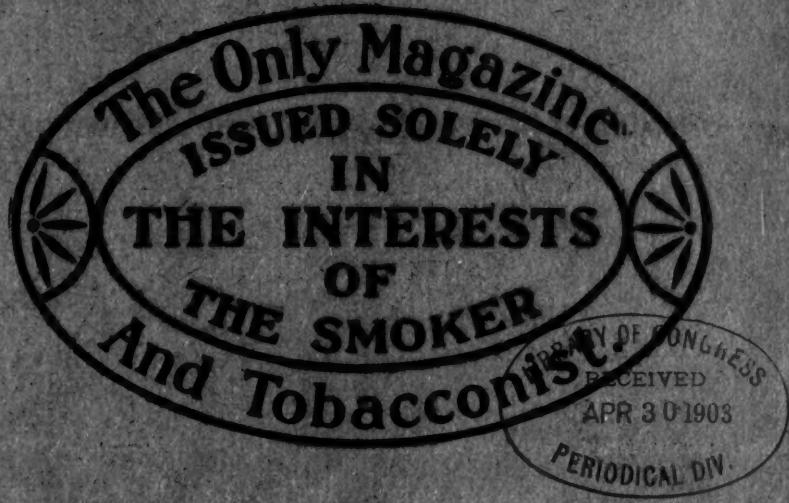


Volume X.
Number 4.

APRIL, 1903.

\$1.00 a Year.
10c. a Copy.

THE SMOKER'S MAGAZINE



PUBLISHED BY
THE SMOKER'S MAGAZINE CO.
NEW BRUNSWICK AND NEW YORK.

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MANUFACTURERS HIGH GRADE

SHOW CASES,



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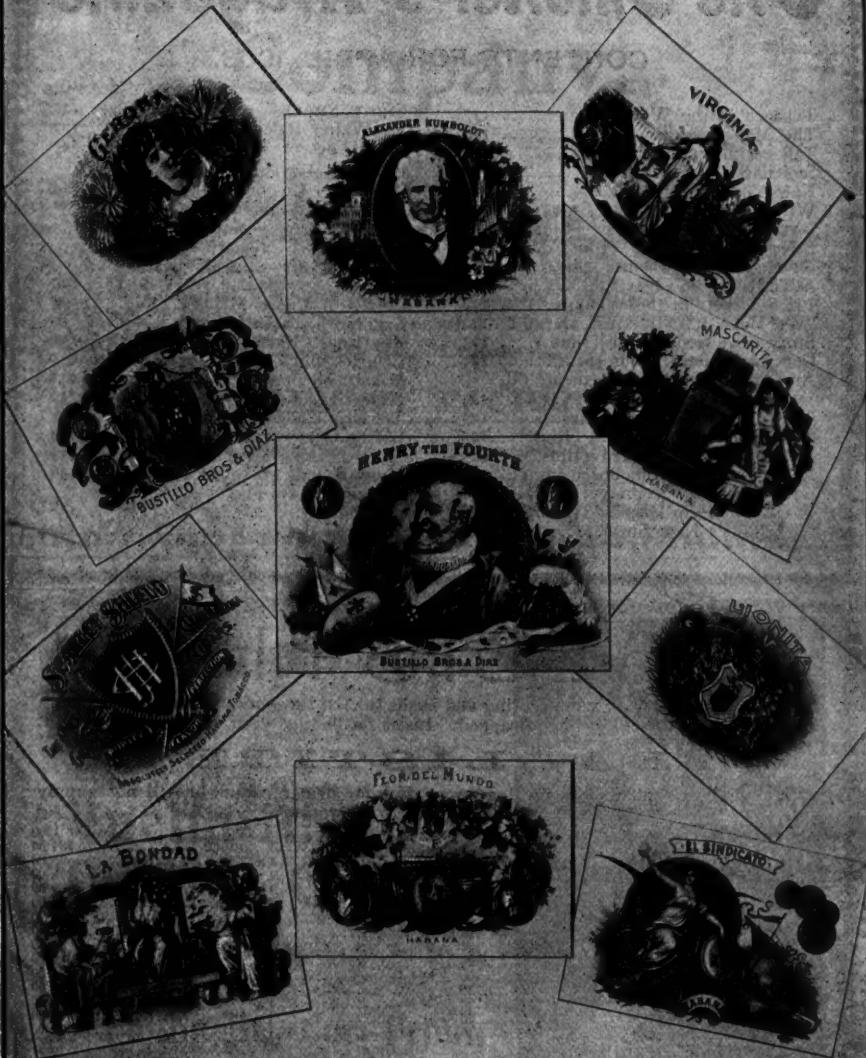
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VOLUME X.

NUMBER 4.

The Smoker's Magazine

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Is unapproached for pigeon shooting and heads the list for money winnings the past two seasons. Do not be handicapped. Insist on having your shells loaded with

BALLISTITE

for the coming Grand American Handicap. If your dealer cannot or will not supply you, write us direct for discounts.

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X 1	12	20 grains	1	\$24 00
X 2	12	20 "	1½ "	\$35 00
X 3	12	22 "	1	\$35 00
X 4	12	22 "	1½ "	\$35 50
X 5	12	22 "	1	\$38 00
X 6	12	22 "	1½ "	\$36 00
X 7	12	24 "	1	\$37 00
X 8	12	24 "	1½ "	\$39 00
X 11	10	26 "	1	\$41 00
X 12	10	26 "	1½ "	\$42 50
X 13	10	26 "	1	\$42 00
X 14	10	28 "	1½ "	\$43 50
X 20	16	20 "	1	\$25 00
X 21	20	16 "	1½ "	\$32 00

Packed 25 in a box; 500 in a case.

Wadding: One grease proof, two black edge, one cardboard.

Order by number and state kind of powder and size of shot.

NOTE—Specify "X" before load number, as "X" denotes this brand only.

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"ALWAYS AS FINE AS TOBACCO GROWS."

Smokers

Horsford's Acid Phosphate prevents and relieves depression, nervousness, wakefulness, disturbed sleep and other ill effects from excessive smoking.

It cures habitual stomach weakness, improves appetite and perfects digestion—invigorates and strengthens the entire system. Insist on having

Horsford's Acid Phosphate.

Horsford's name on every GENUINE package.
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**BORATED
TALCUM**

TOILET POWDER

DELIGHTFUL AFTER BATHING, A LUXURY AFTERSHAVING

Beautifies and Preserves the Complexion.

A positive relief for FRIZZLY HAIR, CHAFING OF BUTTOCKS, and all afflictions of the skin. For a real "beauty" buy MENNEN'S. It is the original. There is no other powder so good. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless substitutes, but there is a reason for it. Sold everywhere, or mailed for 10c. AVOID FAKEFUL IMITATIONS. (Sample free).

GERHARD MENNEN CO., Newark, N. J.

Something Mennen's Violet Talcum Something Exquisite

Mr. Dealer:—Let us quote you our Special Price on this popular brand.

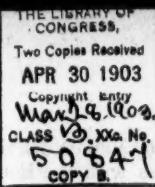
All through the Smoker's alphabet,
From "A" way down to "Z".
The letters that he loves the best
Are
The
Best
5 cent
Cigar

O.I.C.

An Exceedingly Fine Smoke.
For Sale
at all good stores and hotels.
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Sample box sent "express prepaid" upon receipt of 50c.

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THE SMOKER'S MAGAZINE

The only Monthly Magazine issued solely in the
interests of the Smoker and Tobacconist.....

Vol. X.

April, 1903.

No. 4.

Tobacco at the World's Fair.

Tobacco at the World's Fair.

THE Tobacco exhibit at the St. Louis World's Fair next year will be a new departure from the ordinary exhibit, which will be the most complete exposition of all phases of tobacco ever presented to some forty millions of American users of the weed, not to speak of the thousands of spectators from foreign countries. The exhibit will cover every item connected with tobacco, from the planting of the seed and carrying through the plant bed, transplanting, field culture and growth, cutting or stripping, carrying to curing barns or sheds, curing processes of all kinds, transporting to leaf warehouses, sales of leaf and delivery to factory; it will then be followed and each separate process demonstrated in the production of Twist, Plug, Pan or Fig, Snuff, Fine Cut, Straight Cut, Granulated, Cigars, Cigarettes, Cheroots and Stogies, and the final packing and disposition of the finished product.

A great central space in the Palace of Agriculture has been reserved for this purpose. The plans are to a certain extent necessarily tentative, for the reason that it is yet too early to know to what extent the great tobacco growing states will be represented at

the Exposition; still, enough is already known to assure the management that its plans will not be materially changed by the failure to cooperate on the part of some of the states interested. There are some twenty states engaged in tobacco culture, and each of them has varieties or types incidental to the soil, climate or other condition, such as Burley, Brights, Perique, Sumatra and Havana Seed, and all kinds of Cigar Leaf. These types are subdivided into many "grades" or forms of commercial significance; all of these must be shown, not only in the leaf, but in the finished product. More than a million acres are devoted to the production of the eight hundred and fifty to nine hundred millions of pounds annually produced in these states. The \$50,000,000 to \$60,000,000 paid to the planters is but a small integral part of the immense sum realized for the manufactured product. The assembling of this vast interest into an epitome of tobacco, and its artistic treatment in the various shades of the crude leaf, from the black Perique to the brightest lemon wrapper, through all the shades of brown, mahogany, orange and yellow, will comprise a color scheme which will afford ample latitude to the most exacting artist. This central or special tobacco exhibit

is not intended to replace the state collections or manufacturers' special exhibits. Provision for auxiliary exhibits of all kinds is arranged for, yet it is hoped that no state with any distinctive type will be omitted from this proposed special feature. To this end correspondence with the Chief of the Department of Agriculture is invited.

The Makers of Smokes.

ORDERS continue to pour steadily into the New York headquarters of M. Stachelberg & Co., 383-5 W. Broadway, in more than sufficient volume to keep both the New York and Tampa factories busy. N. B. Stachelberg recently returned from rather an extended trip through the Middle West and New York State and Pennsylvania, where he succeeded in placing the goods of his house with a large number of reputable dealers. Edgar J. Stachelberg reports trade as moving along most satisfactorily and that the factories are running with a full force. Harry Rothschild, for ten years past connected with the Hilson Co., will in the future look after the interests of M. Stachelberg & Co. in the Metropolitan territory, where he has an extensive acquaintance.

—Having outgrown its factory at 78 Barclay St., New York, the Theobald & Oppenheimer Co. on the first of next month will take possession of the large five-story building at the corner of 99th St. and 2d Ave. Hereafter, three of the popular brands of the house, La Loco, Wm. Penn and Royal Lancers, will be banded as a protection to dealers and consumers, and thus prevent the refilling of empty boxes with inferior qualities of goods.

—Jose M. Diaz, of the firm of Bustillo Bros. & Diaz, 58 Warren St., New York, and Tampa, Fla., after spending a pleasant month's vacation at Hot Springs, Ark., with his family, left there on a business trip to the Pacific Coast and expects to visit the principal cities in the western territory be-

fore his return to New York headquarters. Business with the house is running well above the standard and the factory continues to show a steadily increasing output. The Pennsylvania territory is now being covered by B. J. Straus, who is making excellent progress along the line.

—The Havana Cigar Manufacturers' Association of the United States, with principal office in New York, was lately incorporated at Albany. The object of the organization is to promote and foster the Havana cigar trade. The directors are Simon Batt, Manuel Rodriguez and Jose Pando of Brooklyn; Jose M. Diaz, of Hackensack, N. J.; R. A. Babia of Bay Shore; John W. Merriam, E. A. Kline, Edw. Wodiska and M. W. Berriman, of New York.

—Jeronimo Menéndez, 192 Front St., New York, is the pioneer in the introduction of genuine Porto Rican cigars in New York and the United States market. Mr. Menéndez made his first shipment of Porto Rican goods under the old tariff and the goods were then thought by many to be clear Havana cigars. The high standard of quality has been maintained by Mr. Menéndez, and whoever is in search of the genuine article in Porto Rican cigars and tobacco are sure to get just what they want from him. Besides his regular trade in the various standard brands, he sometimes sells lots of from 200,000 to 300,000 Porto Rican cigars that he picks up from time to time in the open market.

—Last month the Onarga Sigaret Co. was incorporated and will soon be turning out high-grade Turkish cigars at 141 Maiden Lane, New York. John W. Merriam is president and Bertram Levyn is secretary and treasurer of the company. The company's leading brands are Onarga, Rivoli, La Boheme and Ra, to be put out in unique and original packages which promise to be distinctive. The superintendent of the factory, an experienced judge and blender of Turkish and Russian tobaccos, is fully competent to produce

goods of "The Better Sort" for the high-class trade.

—The large cigar factory of E. M. Schwarz & Co., 2d Ave. and 73d St., New York, presents a characteristic scene of activity which has been shown in that location for some time past. Joseph B. Wertheim of the firm recently returned from the Middle West with a well filled order book as the result of a very successful trip.

—"At the Sign of the Bull Dog" the king's craftsmen are making large and regular shipments of Baron De Kalb, Henry Irving, Bull Dog and the other popular brands of John W. Merriam & Co. Every one is busy and there is no cause for complaint at 135, 137 and 139 Maiden Lane, New York.

—An increase in the working force was recently found necessary at the factory of P. Pohalski & Co., Key West, Florida, in order to make shipments with the greatest dispatch possible.

—La Cunda cigarros are selling well above the average, and the demand for this popular little smoke is surprising and most gratifying to Joseph Abrahams, the manufacturer of the brand, 202-204 Pearl St. and 113 Maiden Lane, New York. There has been a steady and increasing demand for the brand ever since it was brought out, and Mr. Abrahams is to be congratulated for the manner in which he has pushed it to the front.

—Charles the Great cigars will soon be made in a new factory, for which ground has already been broken, and building operations will be pushed to the limit. Salvador Rodriguez recently returned to the New York headquarters, 130 Water St., after a resultful trip through the Middle West.

—The recent protest of Cameron & Cameron Co., manufacturers of high-grade tobaccos and cigarettes, Richmond, Va., was sustained by the Board of Classification of the U. S. General Appraisers. The decision was a very important one, relative to Latakia tobacco, affecting many of the

large importers throughout the country, inasmuch as this tobacco is extensively used in the manufacture of the finer grades of cigarettes and tobacco.

—The 604 Panetelas manufactured by W. I. Mayer & Co., 606 Liberty St., Pittsburg, Pa., is a rapid seller wherever introduced. It is a five-inch, hand-made, long filler smoke of full size, in which there is satisfaction for the smoker and a satisfying profit for the retailer.

—Arrangements have been consummated whereby La Flor Sanchez y Haya brands of clear Havana cigars of Sanchez & Haya, New York, will be distributed exclusively by the Waldorf-Astoria Segar Co., throughout Greater New York.

—The La Verdad cigar factory of Simon Batt & Co., 47 Murray St., New York, is showing steady progress, and the company reports the largest orders and shipments they have experienced for many years. Every bench in the factory is fully occupied and additional accommodations will have to be made in the near future for an increased force.

—J. Edward Cowles, manager of the cigar department of Austin, Nichols & Co., New York, is certainly a genius in evolving and perfecting new and effective methods of advertising for keeping Sweet Violet and the various other popular brands of the house in the trade's eye. A new idea for the show window is a handsomely illuminated kaleidoscopic contrivance which operates automatically by the use of an electric or ordinary lamp, over which is a revolving varicolored globe which produces an effect attractive and fascinating. A slot machine is another attraction, and it is given free with an initial order for 1,500 cigars. By the way, if there is a cigarman in the trade who has not seen Mr. Cowles' premium list, he should write for it at once, as it is certainly well worth looking over carefully.

Stolen Sweets.

I never smoke a cigarette
But comes the recollection
Of one who—I can see her yet—
Could make them to perfection.
A pretty girl with laughing eyes
And mouth most kiss-provoking,
A rosebud! In that rosebud lies
The reason for my smoking.

Around each small tobacco roll
The memory still lingers
Of her and of the time I stole
The first one from her fingers.
She made some comment on a dunce,
Then laughingly she beckoned
For more tobacco, and at once
Began to roll a second.

Between her dainty finger tips
She fashioned it to please me;
Then held it to her rosebud lips
And lighted it to tease me.
"Now, possibly you may steal this,"
Said she, "you've grown so foxy."
I did, and got a rosebud's kiss—
A kind of kiss by proxy.
—FELIX CARMEN in Smart Set.

A New Old Joke.

MARIE CAHILL, the star of "Nancy Brown," at the Bijou, New York, one night recently, after the first act, gathered all the comedians of her company around her and told them that she had a "new one" for them.

"Now, listen," she said, "here it is: A man stood in the waiting room of the Grand Central Station. He was smoking a big cigar. The guard went to him and said:

"'You shouldn't smoke.'

"'That's what my friends say,' he replied.

"'You must not smoke.'

"'That's what my physician says.'

"'But you shall not smoke! I will not permit it!'

"'Exactly what my wife says.' And he smoked on."

The professional funmakers all agreed that it was both new and good

enough to be interpolated in "Nancy Brown."

"Well, you are a fine lot of comedians. That joke was published in Harper's New Monthly Magazine in 1857. You can fool all the people some of the time, and I can fool all you people all the time from an old periodical," remarked Miss Cahill.

New York Theatres.

HIGH-CLASS vaudeville interpolated between the acts of well-known comedies and melodramas is testing the capacity of Proctor's 5th Ave., 58th St. and 125th St. Theatres. These revivals are reproduced with special costumes and scenery and are fully equal to the original production. At Proctor's 23d St. Theatre an excellent bill of head-liners usually fill the boards. Kathryn Osterman & Co. will present "To-morrow at Twelve" at this theatre in the near future.

"The Prince of Pilsen" is drawing exceedingly large crowds to the Broadway Theatre.

Blanche Bates in the "Darling of the Gods" is still crowding the Belasco Theatre.

A crowded house is the usual order of things at the Manhattan where Lawrence D' Orsay is appearing in the "Earl of Pawtucket."

At the Criterion, Charles Hawtrey is still receiving a "Message from Mars" most successfully.

"The Suburban" is drawing large crowds to the Academy of Music.

At Wallack's Theatre the "Sultan of Sulu" is playing to crowded houses.

"Pretty Peggy" with Grace George has settled down for a long run at the Herald Square.

Marie Cahill in "Nancy Brown" is playing to the capacity of the Bijou.

Cigarman—"There is nothing the matter with that cigar. It is a clear Havana second."

Smoker—"Great Scott, man, it looks more like a Guttenberg-left-at-the-post."

Window Dressing and Store Advertising

BUSINESS never stands still—it resembles a spirited, thoroughbred horse that is constantly moving—when business once ceases to move forward, a retrograde movement is apparent almost immediately; it begins to recede, like the ebbing tide. The wise business man is constantly pushing his business to keep

this may be accomplished better and more cheaply through the art of window dressing. Yes; window dressing positively is an "art" and therefore requires careful study and perseverance in order to become proficient in the art.



Some cigarmen are more artistic



AN EFFECTIVE CENTRE PIECE.

it in motion, and that the receipts may always show a steady increase in volume; and in order to bring about that desirable result, he must necessarily make use of advertising.



Advertising for the cigar merchant consists mainly in keeping his establishment in the public eye in a manner that will lead people and smokers generally to believe that his is the "only cigar store" for miles around; and

than others and the fixing or arranging of a handsome window display naturally comes more readily to them than some of their less fortunate brothers—to a certain extent good window trimmers possess an inborn aptness for the work and many of them consider it more of a pastime than actual labor. The average cigarmen can get up a very tasty and effective display, provided he will only devote a little time and careful con-

THE SMOKER'S MAGAZINE

sideration to the matter, but if he starts in with the thought "I can't do it," it would be as unwise as for a General to admit defeat before a battle. Go at it with a will and a fixed purpose to accomplish a desired end and success will crown your efforts.



Cholly Weakly—I wonder what there can be in this cigar that makes me feel so dreadfully sick?

Jack Tuffnutt—Why, tobacco to be sure.



One of the best ways to interest the passing throngs of smokers is the neat arrangement of the show window with such choice goods as the wise store-keeper wishes to keep before the public—and this is far and away the best advertising that the cigarman can possibly make use of, and make excellent use of, for the reason that just the people he desires to reach are constantly brought in contact with it, and it is continually staring them out of countenance.



Carrie (catching her brother smoking)—Bertie, I'll just tell your father about you smoking.

Bertie—Pa knows it, though he pretends he don't. These are the Christmas cigars ma gave him and he'll wait till I've smoked the last one before he'll say anything.



The cost of such advertising is practically nothing—therefore, see to it that it receives the proper time, attention and thought to which it is entitled, and the window will produce far greater returns for the small investment than any other mode of advertising the cigarman can employ. Good business and advertising go hand in hand; and the business that will not stand advertising does not exist. Of course, you as well as every other wide-awake and progressive tobacconist, believe in keeping your name and goods prominently before

smokers, and as before remarked, the proper way to do that is through the show window.



As recommended and pointed out in this department many times in the past, show cards or bulletins and price-tickets are an essential of every well-dressed window display, the correct use of which will aid materially in increasing sales, and anything that does not have that end in view is a mistaken idea and of no value. The show card will attract attention, and the price-ticket will then rivet the attention so secured—provided the price and article are right it is reasonable to presume that sales will follow.



For the merchant who desires to convey the idea that he carries a large and varied stock of goods of all sorts, all of which it is impossible to show to advantage in the window at one and the same time, the card suggestion following, may be of value:

We
Have
It ?

NO MATTER WHAT YOU
WANT IN CIGARS, TO-
BACCO AND SMOKERS'
ARTICLES, YOU WILL
FIND IT IN OUR COM-
PLETE STOCK,

What
Is
It ?

In order to cover the whole ground and thus refer to any want a man may have in his mind and which is not

EDITION DE LUXE EVERY LEAF A DREAM.

THE STORY OF

A G O O D C I G A R

Issued at 5 cents to \$1.00.

BOUND, WRAPPED AND CUT IN THE HIGHEST ART.

A Consuming Tale——We Tell It Well.

APRIL NUMBER, 1908.

THIS MAY BE CUT AND PASTED ON A CARD FOR WINDOW OR STORE DISPLAY.

THE SMOKER'S MAGAZINE.

supplied by the goods shown in the window, the show card following may be well used:

*If It's
Not in
The Window*

EVERYTHING FOR SMOKERS
IS ALWAYS CARRIED IN
OUR COMPLETE ASSORT-
MENT OF CHOICE GOODS
OF ALL SORTS.

You'll Find
It Inside.
Ask Us, Please.

These two suggestions can be changed around to suit the most fastidious, and thus may a card be evolved that will be sure to fit the case in every way.

The half-tone illustration which is reproduced in this department, shows the centre part of an unusually heavy window display, in which were exhibited something over twenty thousand cigars of various brands and sizes. It was certainly an impressive style of the art of window trimming and effectively showed off a stock of goods that any cigarman might well feel proud. Some window dressers carry the idea that an attractive display can be arranged in better shape with the employment of less goods, and rightly argue that there is less liability of loss or damage to the goods exposed to the strong light in the window.

A whole volume can be written on this subject, both *pro et con*. But the

main point to be carefully observed, is the frequent changing of the window display—that the goods therein may not be spoiled by the sunlight and dust, both of which will find their way into the best shaded and so-called "dust-proof" window—and always see to it that the exhibit is as neat and clean and spic and span as a new pin, and that whether you use few or many goods. We recommend the use of as few goods as possible, in order that the percentage of spoiled or damaged articles may be reduced to a minimum.

In pushing a special brand of cigars, which brand is made the main feature of the window display—possibly occupying the entire window—it is well to make use of a short, catchy bulletin in order to attract special attention to the brand, for which purpose the following card will be found quite useful:

BET YOU A CENT

You're

a

Smoker.

If We Lose,

Here's Your Money.

0 0 0 0 0 0 0 0 0 0

If We Win,

Try This Cigar.

You Win Either Way.

The line of o's is supposed to represent a row of new and bright pennies, a few of which may also be used at the top of the card, or for a border around the entire card, if thought advisable. The pennies may be affixed

to the card with mucilage. A cigar of the brand advertised might also be tied to the card in an appropriate place—say at each side of the bold type in centre. When this idea is carried out carefully, it will be found an eye catcher.

◎

The use of rough and comic sketches on the show card is sometimes permissible, and when the sketches are good, the effect of the card is heightened and consequently more attention attracted. As before suggested, brightly colored lithographs can be picked up here and there, which can appropriately be used on the window cards—a label of the brand advertised is sometimes an attraction that looks well when pasted to the bulletin.

◎

Here is an idea that can be carried out in a manner that will be productive of good results, and if so desired can be changed to suit the individual wishes of the tobacconist—but, be sure to retain the original idea.



A large marking crayon—composed of lamp-black and tallow—can be used

to good advantage in making these rough sketches; and will also be found valuable in making signs and announcements of all sorts. They are easy to use, and show cards even when written in a large, bold style of handwriting, are attractive and preferred by many progressive cigar merchants who use no other style of sign.

◎

What may be termed rightly as startling announcements may at times be made good use of, and in such a manner as to not offend the most fastidious. Such as the following is of a most personal and shocking character, unless properly worded and carried out as herein appears:



The brand name of the cigar, which appears in the small type, can of course be changed to the name of the cigar the tobacconist wishes to advertise; and this card should be used in connection with a new and handsome display of the cigars. Not only will this idea appeal particularly to married men, but all smokers as well—for the reason that they are usually on the lookout for a "Beaut."

◎

When a man prays or smokes, he does it silently, but when he swears he can usually be heard a mile or so.

◎

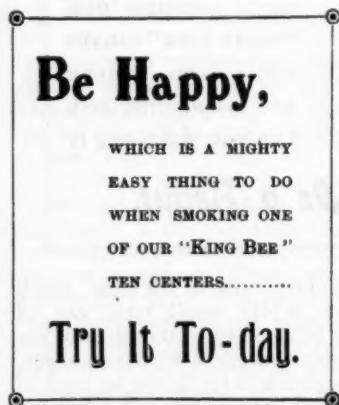
John Zeisler, the cigarman at 279 E. Houston St., New York, shows his

sentiments very plainly by displaying a large sign over the door of his store, which reads something as appears here:



Mr. Zeisler carries a wide and varied assortment of goods to please smokers and his show window is one of the most attractive on the street.

The following card can be worked into shape for directing special attention to a brand of cigars or tobacco, and should be displayed conspicuously with the goods referred to therein, and read thus:



The brand name of the cigar or tobacco to be advertised should of course be substituted for King Bee in the reading matter of the card.

We desire our readers to always keep in mind the fact that we are at all times pleased to hear from them with regard to signs and ideas made use of by them in increasing their regular trade, which will be reviewed

and criticised in this department as space permits. May we not hear from you soon? An exchange of ideas herein can but result advantageously to all concerned in the handling of good things for smokers generally.

A. Schulte's New Store.

ON May first, A. Schulte, the well-known New York cigarman, will add another link to his chain of high-class cigar establishments. Mr. Schulte has secured the lease of the Herald Square Theatre cigar store on Broadway just above 35th St. This is one of the old Frisch stores, which was taken over by the United Cigar Stores Co. when that concern absorbed the Frisch Co. The United Co. will remove its stock and fixtures from the store on or before May 1st, at which time Mr. Schulte will put in a large force of workmen and new and elaborate fixtures, similar to Mr. Schulte's Broadway and 42d St. store, will be installed as rapidly as possible. It is expected that the store will be re-opened for business shortly after the middle of next month.

Compositor—"Old Josh Wayback, thet ye printed the obituary of las' week, hez turned up, an' swears he ain't dead."

Country Editor—"Pshaw! He's such an infernal liar, nobuddy'll believe him."—Phila. Record.

Mike—"Begobs! we won th' shtrike, afther bein' out tin months."

Pat—"Tin months? But phwy ain't ye workin'?"

Mike—"Oh, we voted t' take a week off t' cilibrate th' victory."—Jndge.

"I once proposed to a girl on Friday."

"Didn't you know that was unlucky?"

"Unlucky? Not much. She refused me."—Cleveland Plain Dealer.

Short Smokes.

DR. FLIDERS PETRIE, the chief of Irish antiquarians, says: Smoking pipes of bronze are frequently found in our Irish sepulchral mounds of the most remote antiquity. On the monument of Donagh O'Brien, King of Thomond, who was killed in 1267, and interred in the Abbey of Carcumorae, in the county of Clare, he is represented in the usual recumbent posture, with the short pipe or dhudeen in his mouth."

—A common statement in the average school histories is that smoking was introduced into England by Sir Walter Raleigh. This is not so. Virginia tobacco may have made its debut in court circles under his espionage, but as for smoking, that was an old story. The favorite "smoke" was the dried leaves of coltsfoot. In the "Historie of Plantes," by Dodoens, translated by Lyte in 1578, runs the following quaint passage: "The perfume of the dried leaves of coltsfoot layde upon quicke coles taken into the mouth of a funnel helped such as are troubled with the shortness of winde and fetch theyre breath thick and often."

—"We had a tobacco famine aboard the ship on our last voyage," remarked a sailor recently, "and there were only two pounds of tobacco for seven men forward. At the end of the first month all the tobacco was gone. Of course, we had to have something to chew and smoke, so we turned to on oakum, tea leaves and whatever we could get. After drinking our tea we carefully took the leaves, spread them on a newspaper, put another newspaper on top and placed the layer beneath our mattresses to dry out. A little tar spread on the leaves improves the flavor, according to some tastes. Rum, whiskey, brandy or any other kind of booze improves the leaves, but such flavors were, of course, out of the question. Occasionally a little sugar or molasses added to the pipe

goes well with a 'tea smoke.' We endured 37 days of tea smoking and chewing. The effect of a 'tea smoke' is more 'dopy' than that of tobacco and makes you feel like going to sleep, while you become so dizzy that you can't see. The mate had on hand the butts of some of his cigars and we saw him very carefully grind them up for his pipe. He left his coat on deck one night and I and my shipmate went through the pockets. We found about two pipe-bowls of dust and waste of the weed. These leavings were very precious. We carefully saved them and, to make the tobacco last as long as possible, rolled the findings into cigarettes, using news paper for wrappers. The home-made cigarettes were a godsend and a great luxury."

Early Foes of Tobacco.

THE celebrated "Counterblaste to Tobacco," written by King James I. of England, describes smoking as a "custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black, stinking fume thereof, nearest resembling the horrible Stygian smoake of the pit that is bottomless." In 1604 this monarch endeavored by means of heavy imposts to abolish its use in England, and in 1619 he commanded that no planter in Virginia should cultivate more than 100 pounds. It is said that some persons spent as much as \$2,500 a year in the purchasing of tobacco in those days.

In 1624 Pope Urban VII. published a decree of excommunication against all who took snuff in the church. Ten years later smoking was forbidden in Russia under pain of having the nose cut off. In 1653 the council of the canton of Appenzell, Switzerland, cited smokers before them, whom they punished, ordering all innkeepers to inform against such as were found smoking in their houses.

Pope Innocent XII. in 1690 excommunicated all those who were found taking snuff or tobacco in the Church of St. Peter at Rome.

THE SMOKER'S MAGAZINE

PUBLISHED BY

THE SMOKER'S MAGAZINE CO.
 42 ALBANY ST., NEW BRUNSWICK, N. J.
 AND
 TIMES BUILDING, 41 PARK ROW,
 TELEPHONE, 4268 CORTLANDT.
 NEW YORK CITY.

Issued the first of every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance, beginning at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

SUBSCRIPTIONS remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue, when payment of all arrears must be made.

ADVERTISING rates furnished upon application.
 ENTERED at the New Brunswick, N. J. Post Office as second class mail matter.

VOL. X.

APRIL, 1908.

No 4

WHENEVER waiting on a customer the cigarman should drop everything else and make it appear that his one sole aim in life is to please and satisfy the customer whom he is serving.

It is most unwise and unbusiness-like for a cigar salesman to continue to talk and argue with hangers-on in the store and thus keep a customer waiting in front of the counter.

When a customer walks into a store he should receive the immediate and undivided attention to which he is entitled. Of course when there are several customers in the store then some of them have to bide their time.

But, do not neglect a smoker by talking with some one else or looking after some trivial detail, which may better be attended to after the customer has made his purchase and departed.

Courtesy in catering to customers is captivating—it catches many cents and other coins, and is comparatively costless.

©

Every customer is entitled to a goodly portion of business courtesy, which is an asset that occupies no storage room in the well regulated cigar establishment, of which it is an integral part.

©

A man who has spent over 50 years of his life in the tobacco business and is to-day making a handsome income, recently made the remark following to a well-known cigarman: "Two years, my boy, will see a great many changes in tobacco circles and cigar selling generally—nearly all of which will be for the better. Keep a stiff upper lip for a while; watch your expenses and push your business, and the future will bring you a rich harvest."

©

The cigarman who fails to find time to read this Magazine is neglecting that which would redound largely to the best interests of his business.

©

We have a strong testimonial letter from a subscriber who claims that THE SMOKER'S MAGAZINE is worth \$50 a year to him in his daily affairs. The Magazine is simply \$1 a year, and the cigarman who will carefully read it for that period will find it invaluable to him.

©

Send us \$1 for a year's subscription; read the Magazine thoroughly and make use of the suggestions and original ideas contained in each issue; and if at the end of that time you will make affidavit before a notary public that you have not received *full value* for your dollar, your money will be refunded cheerfully and promptly. Your affidavit will also be published in the Magazine.

©

The tobacconist should be on the constant lookout to increase his regular trade, for along that path lies success in business. Special attention

should be given every "new" customer, keeping in mind the fact that he is a possible "regular" customer.

◎

Good business must necessarily rest on a rock foundation of fair and square dealing. Give an honest value for every nickel and dime passed over the counter, and the total amount so received will eventually surpass the merchant's fondest expectations.

◎

Rather early for vacations, but strikes seem to be in order in various parts of the country, which will increase rather than cut down the sales of the average tobacconist. Why? For the reason that idle men consume more tobacco than when employed—provided they are not "out" too long.

◎

We would suggest to all subscribers, whose subscription payments are in arrears, that they kindly favor us with early remittance as per memorandum bill mailed them some time since; and should they desire Gummed Labels please signify what reading matter they are to contain.

◎

Here is a special subscription offer—those sending us \$2 before May 15th will have their name entered, or subscription payment extended for 3 years and will also receive 3,000 Gummed Labels, containing their name, business, address, etc., as they may desire. Every wise tobacconist should take advantage of this offer immediately.

◎

A most excellent spring tonic for any cigar business is a big bunch of Gummed Labels—one of which should be affixed to every piece of goods in the store, especially on package goods and boxes of matches. One thousand of these little Business-Bringers is given with a year's subscription to THE SMOKER'S MAGAZINE at \$1. You can therefore get a lot of Labels *free*, and there is no good reason why you should not use them.

Queries Answered Department.

WE shall be pleased to answer in this department all questions for readers, whether they are subscribers to the Magazine or not, which service is entirely free of charge—unless a reply by mail is desired, in which event the query should be accompanied by a 2c. stamp or postal card. Our readers are at liberty to make as liberal use of this privilege as may be desired, and whenever you are in doubt about anything, let us hear from you.

C. P. L.—We are pleased to inform you that Charles the Great cigars are manufactured by Salvador Rodriguez, whose address is 130 Water St., New York. (2) The manufacturer will quote you prices upon application. (3) If you will inform us the factory and district number, which is stamped on the bottom of the box, we will give you the name and address of the proprietor.

G. A. C.—The goods you mention were manufactured by a Cincinnati concern which has been out of business for some time, and we understand this brand with others was at that time acquired by a manufacturer in Chicago, Ill.

B. W. C. Co.—In response to your query regarding paper bags for tobacco, you are referred to the firm of Dittgen & Co., 641-643 Main St., Cincinnati, Ohio. (2) Cloth tobacco pouches are manufactured by the Millheiser Mfg. Co., Richmond, Va.

C. A. T.—The terms Claro, Colorado Claro, Colorado, Colorado Maduro, Maduro, and Obscuro, are applied to the various shades or colors of cigars, the first mentioned being the lightest, while Oscuro is a very black cigar, which was much in vogue about a quarter of a century ago. In sorting colors manufacturers generally make about four shades, depending upon the color of the lot of wrappers used, and as no two lots of tobacco will run

alike the various shades that are stamped on the end of a box do not always signify the exact shade—it is intended to mean that the box contains that shade of that certain lot. The Colorado of a dark lot of tobacco may in some cases be as dark as the Maduro of a lighter lot of wrappers. Light and medium colors have the call at the present time.

I. G.—You are informed that Cigar Factory No. 89, 14th District of New York, is operated by the American Cigar Co., Cherry St., Poughkeepsie, N. Y. (2) There is no such collection district as the 14th in the State of Pennsylvania.

A. M. P.—You may obtain the information desired direct from the manufacturer, and in writing them we would suggest that you direct their attention to the other matter mentioned by you.

F. O. T.—Reports verify the fact that more tobacco will be cultivated under cheese-cloth this season than ever before. Experiments have been successfully conducted along this line in practically all tobacco growing sections of the world, and wherever used has vastly improved the crop.

N. E. P.—In reply to your query you are advised that Manuel Miranda, 185 Tompkins Ave., Brooklynn, N. Y., is the proprietor of Cigar Factory No. 1598, 1st District of New York.

F. P. & S.—We are pleased to inform you that Cigar Factory No. 1744, 9th District of Pennsylvania, is owned and operated by the S. L. Johns Cigar Co., Strinestown, Pa.

P. Co.—The figures "9-2" following your name on address wrapper, signifies that your subscription payment was exhausted in Sept., 1902. Same is therefore in arrears and remittance of \$1 will extend same to Sept. of this year—you will also receive 1,000 Gummed Labels advertising your name and business. It will pay you to accept the special offer mentioned elsewhere in this issue.

S. M. A.—There are but four col-

lection districts in the State of Pennsylvania, viz.: the First, Ninth, Twelfth, and Twenty-third. The district you mentioned probably refers to New York.

The May Belle Pipe.

WHAT is considered by many smokers to be the ideal tobacco pipe was invented by Thos. M. Saurman some time since, and patented by him on June 10, 1902. The pipe is constructed on an entirely new principle, as may be seen by glancing at the illustration shown on one of our advertising pages. The smoke in passing from the bowl to the smoker's mouth describes what may be called a letter Z, which has a reservoir or opening at the top and bottom—in the latter is an absorbent which retains all nicotine, bitter juice and poisonous matter and thus gives an absolutely healthful smoke, in a clean, cool, dry and sweet state. This pipe is made by the New Era Pipe Co., 508 Green St., Norristown, Pa., and their new model, which was but recently placed on the market, is even more artistic and attractive and lighter in weight, and can be recommended to all pipe smokers. A handsomely illustrated booklet is sent free upon request and every tobacconist and smoker should send for it at once. "Money back without question" is the strong guarantee given with each May Belle pipe. It is a quick seller and a money maker for the retailer.

Siamese Tobacco.

IN Siam the best tobacco grows at Petchabun. It is planted in open fields near to the town after the floods in September or October, and the first crop, or tips, which is considered the best quality, is gathered about February and the last about the beginning of May. The very best quality is reserved for the use of the king and the chief officers of state.

Retailers' Review.

JFRED ISETT, JR., has opened a first-class cigar store, which is known as the Palace Cigar Store, in Hamburg, Pa. Isett? It is.

—A new and attractive cigar store has been opened by Claude D. Taylor, 105 Fayette St., Raleigh, N. C.

—A store fitted out on modern lines has been opened by C. C. Crossley, 204 S. Main St., Lima, O.

—What looks like success from the start is the well equipped cigar store which has been opened by E. S. & A. L. Carney, on Essex St., Lawrence, Mass.

—H. R. Daniels, 14 Beekman St., New York, has put in a new show window, and is putting up a greatly improved display of fine smokes.

—The cigar store of Durbin Harry, Bedford, Pa., has been purchased by Wm. B. Mock, who is showing himself competent to run the business in first-class style.

—A number of cigarmakers will be employed by R. E. Weaver, at his new store, 144 E. Front St., Traverse, Mich., in order to turn out his popular brands in sufficient quantity.

—At 355 Germantown Ave., Oakdale, Pa., James N. Thomas has opened a very attractive cigar store.

—Benjamin Bair, 367 Locust St., Columbia, Pa., has opened a smart and up-to-date cigar store.

—Under the able management of Michael C. Grady, a very handsomely equipped cigar store has been opened on Pleasant St., Marblehead, Mass.

—In the Weller Opera House Building, Leo and Harry Luby have opened a very attractive and neat cigar store, which promises good smokes and success.

—W. H. Berridge will be manager of the attractive and well-equipped cigar store which was opened by F. H. Van Volkenburg, in Charlotte, Mich.

—At Duncannon, Pa., a very neat and first-class cigar establishment has been opened by Geo. Hemperly.

—A cigar store which will be conducted on modern lines has been opened by Frank Coolbaugh, 471 Broadway, Chelsea, Mass.

—Louis Nadler, 1304 Third Ave., New York, a successful cigarman and a member of the Retail Dealers' Assn., is of the opinion that the only way to compete successfully with trust stores is to give full value in goods for value received. By working on this principle himself, he says that his trade is not at all affected by the three United stores in his vicinity.

—In Geneva, N. Y., Wm. B. Knight will be the manager of the MacNeil cigar store, Exchange St., which has been purchased by Charles J. Folger.

—Under the experienced hand of B. C. Sharkey an attractive cigar store has been opened in Clinton Heights, Pa., and it promises to be a great success.

—One of the recent changes in the cigar store owned by Geo. Maurer, 329 Cherry St., Reading, Pa., is the remodeling and equipping of his place with new fixtures.

—M. Michton, 404 Tompkins Ave., Brooklyn, N. Y., a member of R. D. A., is conducting one of the finest cigar stores in the Bedford section. He handles all the leading independent goods, and his own high-grade cigar trade is more than good.

—An up-to-date cigar establishment has been opened on Central St., Winchendon, Mass., by George Barnes.

—Gens & Casey, 485 Essex St., Lawrence, Mass., have opened an exceedingly handsome and attractive cigar store.

—Claud B. Stapp has opened a very smart cigar store at Sixth and Franklin Sts., Reading, Pa., and under his able management the store can be nothing else but a success. He was formerly with the firm of Hanna, Stapp & Riegel.

—A cigar store to be conducted on modern lines has been opened by Edgar W. Kirk, Cedar Rapids, Iowa.

Miscellaneous Musings.

RUMOR has it that the Royal Cigar Co. is to open a new store in the near future at Wall St. and Broadway, New York. About a year ago the same concern was to open a store at 34th St. and Broadway and also one in the Flatiron Building, but for some unknown reason the company failed to open either one of them.

—Nearly a score of Jackies of the receiving ship Columbia, at the Brooklyn navy yard, last month worked overtime chewing tobacco—they were "testing" about 132 brands of plug, and on their decision the Government will award a contract for some 225,000 pounds for use in the navy.

—The Japanese Government has recalled its agents, who have been in the U. S. for some time past acquiring practical knowledge of the cultivation and manufacture of tobacco. Dr. Hidezo Ikeda has been the most active in the matter and has spent much time in the Southern tobacco districts—his report will doubtless be invaluable to his native land.

—Union made cigars and tobacco are more in vogue than ever before and the demand seems to be constantly on the increase.

—The Independent Tobacco Manufacturers of New York have adopted the title Malka as a brand name for Egyptian cigarettes, and given notice that all infringements will be prosecuted.

—The plan to establish a large branch factory at La Crosse, Wis., has been abandoned for the present by the United States Cigar Co.

—Business with the cigar manufacturers of Tampa shows a steady increase in volume and every one seems to be more than satisfied with the existing conditions, and express themselves as well pleased.

—The American Tobacco Co. has declared a regular quarterly dividend of 2 per cent. on its preferred stock and 3 per cent. on the common, which

is an increase of $\frac{1}{2}$ per cent on the latter. The common stock belongs to the Continental Co.

—Bulgaria grows a very good Turkish tobacco, which blends fairly well with Cavalla and Greek. The steadily increasing exports from Bulgaria show as follows: '98, \$10,000; '99, \$13,000; 1900, \$47,000; '01, \$217,000; '02, \$320,000, and the acreage will be largely increased this year.

—Davis & Brennan, the long established cigar and tobacco firm of Syracuse, N. Y., has leased the double stores at 122-4 S. Clinton St., that city, for the wholesale department, which will eventually occupy the entire building. The other retail stores will be continued as in the past.

—The Henry Clay and Bock & Co., Ltd., of Havana, through their counsel have withdrawn the suit against Bock & Co. of New York, the legal controversy having been amicably adjusted. Bock & Co., will in the future, conduct their business under the name and style of H. Anton Bock & Co., the former style, it was claimed by the Havana concern, having led to confusion and misconception.

—It is said that a well-known society woman has established a smoking parlor for her friends in her Fifth Ave. residence, New York. She is assisted by a lady known to the visitors as Mademoiselle, who dispenses dainty Turkish cigarettes, on which are embossed the hostess's monogram.

—Much discussion has been brought about by the new "Guessing Contest" of the Florodora Tag Co., and it is said that certain steps were contemplated in various quarters to prevent the contest. It is claimed on what seems excellent legal authority that inasmuch as no charge or fee is made for the privilege of estimating, that the contest is simply an advertising scheme and not a lottery in any form, the distribution of \$142,500 in cash and certain brands of cigars being a pure gift to the smoking public.

—The Cuban treaty was practically ratified by the State Department on

"Giving a Friend a Weigh."



A Cigar Lighter.

smokers go blocks out of their way to the store that keeps the best five-cent cigar. Then why not keep a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

SWEET VIOLET CIGARS

Are GOOD Cigars

*The kind that makes a man risk
burning his lips to get the last whiff*

THEY ARE THE "COME AGAIN" SORT; TRY
ONE AND YOU WILL BUY MORE

A MAN can smoke one with his head in the air. He can give one to friend or sell one to a customer and not lose either of them. It has been a strictly popular brand for the past fourteen years, and that's a long time. It will prove a revelation to those who have heretofore smoked the ordinary five-cent cigar.

When a dealer sells a "Sweet Violet" he makes a friend for his store, and friends are money in the cigar business. You know that not keeping a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

AUSTIN, NICHOLS & CO.

J. EDWARD COWLES, Mgr. Cigar Dept.

New York.

A sure
cure
for
Dry
Cigars
and
To-
bacco.



A cure
for foul,
slimy,
Sponge,
Cotton
and
Felt.

The above devices Nos. 1, 2, 3, 4 and 5, under O. R. Rice's Patent, Jan. 26, 1892, are all adjusted above cigars and tobacco perforated side down, the absorbent in them is mineral and the longer water stand in it the cleaner it becomes. Common sense teaches that moisture is heavier than air and falls and that being a fact dealers with pans underneath their goods only expose their ignorance of the first principle of moistening cigars and tobacco; water absorbed in sponge, cotton or felt becomes slimy and poisonous, that which no smoker should touch and inhale.

No. 1 shows practical advertising for cigar jobbers and manufacturers; very low price in quantities. No. 3 for tobacco pails. No. 4, Pans $\frac{1}{4} \times 12 \times 20$ to slide in rear of silent salesman case in place of worthless pan wrongly placed with perforated side up; also size $\frac{1}{4} \times 7 \times 17$ for each wall case shelf; $\frac{1}{4} \times 18 \times 40$ for storage room, and all sizes for storage chests. No. 5, No gentleman's room is complete without it—no box of cigars can be kept outside of a closed case without it. Give us the number of shelves in wall case and size of show case, and we will ship on 10 days approval.

O. R. RICE & CO., 103 East 14th Street, NEW YORK.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Type-writer. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and standard machines at from \$35 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly. We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,
243 Broadway, New York City.

Telephone, 3559 Cortlandt.

JOS. ABRAHAMS, LEAF TOBACCO

Wholesale and Retail,
202-204 Pearl Street, and 113 Malden Lane,
NEW YORK.

TELEPHONE 1853 JOHN.

You Can Easily

PLAY PIANO
Without Study.

See Advt. on Page 139

Please mention THE SMOKER'S MAGAZINE to advertisers.

SAURMAN'S

The May Belle.



Patented June 10, 1902.

New Era Pipe

Is easy to clean, gives a cool, dry, healthful smoke without nicotine. No old pipe odor or taste. The nicotine removed by expansion collected and retained in the absorbent, cannot reach the mouth to injure the health.

Made of Briar, Price \$1.00 by mail. With fine amber mouth piece, \$2.50. Heavy Sterling silver mounting, \$3.50.

Money back if not satisfactory.

Dealers write for prices. Booklet Free.

Reference: Mon't Trust Co.

NEW ERA PIPE CO.,

Dept. 1

NORRISTOWN, PA.

Smoke Up!
Mayer's 604
PANETELAS

Solid Satisfaction in Every One.
Most delightful and satisfying smoke in the world. Please every lover of good tobacco. Full size, 5 inches; hand made, long filler. If your dealer doesn't have

Mayer's 604 Panetelas

\$1 FOR SAMPLE BOX OF 50
Delivered free anywhere in the United States. State color wanted—dark, medium or light. Write for Booklet.

W. I. MAYER & CO., MAKERS.
606 Liberty St., - Pittsburgh, Pa.
Reference: DUN or BRADSTREET.

the last day of March. Secretary Hay cabled U. S. Minister Squires that President Roosevelt would call an extra session of Congress next fall to approve the treaty, which caused the Cuban Senate to at once ratify the pending reciprocity treaty.

—The cultivation of tobacco under cheese-cloth in the State of Connecticut will be more extensive than ever during the coming season, and many of the tobacco growers will more than double their acreage, under cloth. More attention will be given to the same method of cultivation also in Porto Rico and preparations have been made for a largely increased acreage.

—We are in receipt of two neat and well printed booklets on trademarks, published by Luther L. Miller, an attorney located in the Monadnock Block, Chicago, Ill., entitled respectively "The Law of Trade Marks in the U. S. and Foreign Countries" and "Trade Marks; A Book for Advertisers," both of which contain information of importance to those interested.

—The first regular meeting of the Retail Cigar and Tobacco Dealers' Assn. of New York was held early this month in their recently leased building, 705 and 707 Third Ave., between 44th and 45th Sts., New York. The accommodations were inadequate for the large and enthusiastic crowd and although the officers had to make use of improvised tables and packing cases much important business was transacted. The Association has accomplished wonders and may be expected to give even a more strenuous account of itself in the near future. Many new names were enrolled and the membership is increasing steadily. Safety coupons are expected to be issued about the middle of next month.

—The Anti-Trust Cigar Co. of Portland, Me., has been incorporated in that State with a capital of \$500,000.

—On the 3d inst. Joseph Park, president of Park & Tilford, the well-known firm of grocery and cigar importers, died in this city at the age of 80. Mr. Park was born in Rye, N. Y., and he commenced his business career as a grocery boy. Close attention to

MI FAVORITA

CLEAR HAVANA CIGARS.



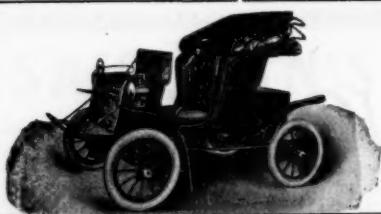
MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.



STEVENS-DURYEA

Gasolene Automobile

Is acknowledged the BEST of its class.

It is equipped with a 7-horse power two cylinder motor of the approved type. Has 3 speeds and reverse and

STARTS FROM THE SEAT—Is NOISELESS and runs without vibration.

Is speedy and a great hill climber.

PRICE AT FACTORY \$1200.00

J. Stevens Arms & Tool Company
No. 530 Main Street, Chicopee Falls, Mass.

JERÓNIMO MENÉNDEZ,

192 FRONT STREET,
NEW YORK.

IMPORTER OF

Puerto Rican Cigars and... Leaf Tobacco

LEADING BRANDS

La Flor de Juncos, Rosa de Juncos,
Buen Gusto, Fumador de Juncos,
La Preferida, Sunchita, Flor
de Utuado and Fin de
Siglo.

business and persistent push enabled him to form a partnership at the age of 19 with John M. Tilford, and they opened a small grocery store which was a success from the start.

—Canada's output of cigars for February, 1903, was 11,086,365, a decrease of 118,420 as against the same month of last year.

—Last month the P. Lorillard Co. declared a dividend of 2 per cent. on its preferred stock.

—A trade war is being fought in Fort Wayne, Ind., between the Scotten-Dillon Co. and the Continental and American Companies. The last two mentioned concerns recently distributed cigars and tobacco gratuitously among the citizens of Fort Wayne.

—The Detroit Free Press is authority for the report that an independent cigar factory with a capital of \$5,000,000 is to be established in Detroit. John A. Gerow, formerly of D. Scotten & Co., is to be manager of the new concern.

—Statistics seem to show that there are nearly 1,500,000 different brands of cigars and tobacco, which are made from about 150 different kinds of tobacco. This does not mean that there are 10,000 brands made from each kind of tobacco, as many combinations are required.

—It is said that shade-grown tobacco was first cultivated in the State of Florida, and was thereafter introduced into Connecticut by the Department of Agriculture of the United States.

—The labor difficulties in Key West have been amicably adjusted, and the business of the city is again moving along and showing a constant and steady increase in output. The manufacturers report that they are more busy than for some time past, the demand for finer sizes being exceedingly heavy.

—The Brooklyn Branch of the Retail Cigar and Tobacco Dealers' Assn. of New York is in a flourishing condition, and the majority of the solid and leading cigarmen of the City of Churches are closely identified with the organization. Two distributing

ACKER, MERRALL & CONDIT'S



CLEAR HAVANA CIGARS,

Chambers St., West Broadway and Warren St.,
57th St. and 6th Ave., and 135-139 West 42d St.

New York.

KRUM'S CIGARS

DEALERS who are interested in strictly Union Made Cigars are invited to write us for an explanatory price list. We want to hear from some critical dealers who are able to judge our prices and quality of cigars as compared with others. Write today, for tomorrow may never come, and address all letters to

W. E. KRUM & CO., Reading, Pa.

— SIDE LINE —

WE HAVE A GOOD "SIDE LINE" FOR A GOOD CIGAR AND TOBACCO SALESMAN. "EASY MONEY" IF HE KNOWS THE TRADE. WRITE FOR PARTICULARS AND STATE TERRITORY AND REFERENCES. THE SMOKER'S MAGAZINE, NEW YORK.

— EASY MONEY —

CIGARS

If you are looking for a first class line of cheap cigars—cheap in price only—it will pay you to write and get your prices. For cheapness and good quality our cigars defy all competition

Dealers will please make a note of that fact, and address

HORNINg & CO.
714 N. 8th St. — — — — — Reading, Pa.

Please mention THE SMOKER'S MAGAZINE to advertisers.



**SOME DO—SOME DON'T
DON'T BE A DON'T**

Register YOUR BRANDS

**A
GOOD NAME
FOR A CIGAR IS WORTH
THOUSANDS OF
DOLLARS.**

Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

Have Your Brands Registered For Your Own Good.

We have the best and most up-to-date facilities for Registering Brands, and guarantee *Superior Service* in every particular.

**Registration with Sealed Certificate, \$1.00
Search, Resulting in Rejection, . . . 25**

Cash to accompany all applications.

**The Smoker's Magazine Co.,
Times Building, New York.**

**Red Register
Bureau.**

depots for independent brands are to be established at convenient points in the near future. Many new members were enrolled at the last meeting.

—A new price list of anti-trust and union-made tobaccos was issued last month by R. E. Strohfelt & Co., 1351-53 Main St., Cincinnati, Ohio, which not only includes granulated and miscellaneous smoking tobaccos but also Carolina Brights cigarettes and Jockey Tod cigars.

—The first meeting and banquet of the Havana Cigar Manufacturer's Association of the United States was held early this month in New York. About 40 covers were laid for the Association and its guests. Sitting in the place of honor at the head of the mahogany was President Simon Batt, of Simon Batt & Co., while at his right and left were John W. Merriam, of John W. Merriam & Co.; Henry S. Rothschild, of the Waldorf-Astoria Segar Co.; Charles Jacobs, of Charles Jacobs & Co.; Ysidro Pendas, of Y. Pendas & Alvarez; E. A. Kline, of E. A. Kline & Co.; Edgar J. Stachelberg, of M. Stachelberg & Co.; Fred Davis, of Samuel I. Davis & Co.; H. Anton Bock, of H. Anton Bock & Co.; Edward Wodiska, of M. Lorente & Co.; Richard A. Bachia, of the Ruy Lopez Co.; Emil Klein, of the Jose Llorella Co.; Abalino Pazos, of A. Pazos & Co.; Marcelino Perez, of Perez, Rodriguez & Co.; Matt Berriman, of Berriman Bros.; S. Garcia, of Garcia, Pando & Co.; and Jerome and Melville Regensberg, of E. Regensberg & Sons. Mr. Merriam in his speech graciously complimented the first president of the Association, the late Ysidor Pendas, who he said some twenty years ago advocated the removal of the imported stamp on cigars. President Batt delivered a brief speech and appealed to his hearers for united action. Edgar J. Stachelberg also spoke briefly, as also did Richard Bachia, Ysidor Pendas, Edward Wodiska, Harry Rothschild, E. A. Kline, and George A. Schutte.

—It was reported last month the Universal Tobacco Co. of New York is to be reorganized and that it is

You Can Easily

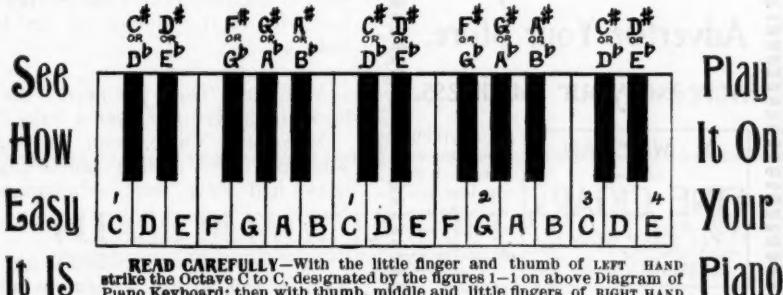
PLAY PIANO

In a Few Minutes

A FACT that is easily demonstrated by following the simple instructions printed under the Diagram of Piano Keyboard, which appears below.

HE WHO READS MAY PLAY the Piano or Organ, as a technical knowledge of music is made unnecessary by the use of our New and Easy Method of Simple Instruction, which enables any one who can read to Play "By Sight" or "By Ear" without long, tedious and expensive study.

THIS EASY METHOD consists of 24 Piano Accompaniments of 72 Full Chords. Three Complete Chords for every key, both Major and Minor—which are fully illustrated and explained by Diagram of the Piano Keyboard, Notes, Letters, other valuable instruction in Nutshell form, etc., and easily understood, even by a child.



READ CAREFULLY—With the little finger and thumb of LEFT HAND strike the Octave C to C, designated by the figures 1—1 on above Diagram of Piano Keyboard; then with thumb, middle and little fingers of RIGHT HAND strike keys G, C and E, as designated by the figures 2, 3 and 4; and the first Chord of the Key of C Natural or C Major will be produced. Other Chords are just as easy.

LEARN THREE CHORDS and you can Play accompaniments to Singing, playing of Violin, Banjo, Mandolin, other musical instruments, etc., in a manner that will astonish and delight you, surprise and entertain your friends and brighten many otherwise dull evenings.

NOT ONE COPY of this Simplified Method, which is now in its THIRD EDITION, has ever been returned on our offer "Satisfaction Guaranteed or Money Refunded," because everything is exactly as represented—being simple, complete, instructive and assuring success.

SPECIAL OFFER : This Method (Fully Protected by Copyright) is neatly printed and bound in Booklet form and sells for 50 cents. To readers of the SMOKER'S MAGAZINE we will send a copy per prepaid mail, upon receipt of 25 cents. You've always wanted to Play the Piano—this Booklet will "show you how" as simple as A, B, C. Send stamps or coin and order today.

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**SUBSCRIBERS
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 Increase your Business.**

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DEALER IN
FINE CIGARS,
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 Hustletown, N. Y.

EXACT SIZE, 1 1/8 X 1 1/2 INCHES.

Neatly printed on best gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order now.

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 ALL RIGHT! Send us**

\$2.00 FOR 5000

OF THE BEST GUMMED LABELS MADE.

The Smoker's Magazine Co.

New Brunswick, N. J., and
 Times Building, New York.

2c. STAMPS ACCEPTED.

quite probable that some of the officers of the company who have been closely identified with the concern since its incorporation may retire from the active management. Sales of the company's preferred stock in Wall St. recently show a decline of nearly ten points over the last sale of some months before.

"Ah, he'll never be able to fill his father's shoes."

"No, but he thinks his hat would come down over the old man's ears, all right."—Chicago Record-Herald.

"I am going to visit the jail. There is a man I want to see there."

"Is one all? I know about forty whom I should like to see there."—Indianapolis News.

Howson Homecrest—So Thomson is a man of nerve, is he?

Kingboro Kingsley—Is he? Well, say! He can light an old corn cob pipe in the presence of his mother-in-law without the quiver of an eyelash!"

McBrier—"Did ye ever see a horse jump five feet over a fence?"

McSwatt—"Oi've seem 'em jump four feet over. I didn't know that a horse had foive feet!"—Indianapolis News.

The Cop—Your 'usband's up the way, he was so bad we simply 'ad to run 'im in. 'E wants you to come up and bail 'im out.

Wife—Bale 'im out! W'y, ain't you got a stummick pump?—Moonshine.

Actress—"You are a divorce lawyer, I understand?"

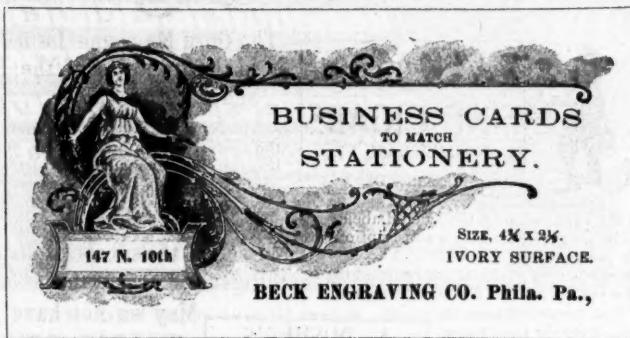
Lawyer—"Yes, madam. I secure divorces without publicity."

Actress—"Um! I'm in the wrong office. Good-day, sir!"—N. Y. Weekly.

Boy—"Say, my uncle dat's visitin' us has got a wooden leg."

Second Boy—"Ugh! dat's nuthin'. When I was down ter New York I saw a man dat was *all* wood in front of a cigar store."

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HIGH-GRADE
Cigars,
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EXACT SIZE 1 1/8 X 1 1/8 INCHES.

YOUR NAME ON
1000 GUMMED FREE

With a Year's Subscription to

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HOW
THEY
LOOK



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DEALER IN
FINE CIGARS
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Priceville, Ok.**

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and increasing your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make ONE SIZE ONLY, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

Quantity and Quality at Lowest Prices.

A Year's Subscript-	1,000 Gummed Labels, \$1.00
to The 3,000 "	" 2.00
Smoker's Magazine with 6,000 "	" 3.00
10,000 "	" 4.00

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The less reading a label contains the better it will look. Write plainly, giving full address and order to-day.

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Times Building, New York.

We refer to all commercial agencies, and banks and express companies in New York.

Send postal for sample labels—they're free.

The Only Magazine Issued Solely in the Interests of the Retailer and His Customers.

Thousands of the most successful retailers in the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

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May we not have yours?

Read What Others Say.

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"It is always full of valuable and timely suggestions and I prize it very highly," C. M. HARDEN, LYNN, MASS.

"It should be in every retailer's hands," ED. KOLLMAN, CHICAGO, ILL.

"I highly recommend it to the retailers," L. ROSENBAUM, NEW YORK.

"We get stuck on it and consider it a bargain," H. C. WILD &

CO., KANSAS CITY, MO.

"Your valuable suggestions on window dressing doubled our sales last week," PETERSON

"The best investment I ever made," BRODS, BUFFALO, N. Y.

"No cigar store complete without it, ideas enough in a copy to last a month," D. PROWLER, NEW YORK.

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DOLLARSTOWN, U. S.

JULY 08 1914

THE SMOKER'S MAGAZINE

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(The line above is the style and size of letters in the set.)

With a Year's Subscription to the Magazine, \$1.25, Prepaid.

**THIS SET IS FREE**

The exact size is 2x8x1½ inches. Weight nearly 10 oz.

THE SIGN MARKER is practical in every way, and being made of the best material will last a lifetime. The above engraving shows the set of FIFTY $\frac{1}{4}$ -inch rubber type (capital letters, figures, ornaments, etc.) packed in a strong box with self-inking pad, and ready for use.

IT IS INDISPENSABLE

to merchants in all lines of business and can be used in hundreds of ways in making Signs, Show Cards, Price Tickets, Bulletins, Marking Boxes, Printing on any flat surface, etc., saving time and money, and paying for itself almost every time it is used. Sets selling at \$3.00 and upwards will do no better work, while this set costs practically nothing, being sent prepaid with a year's subscription to **THE SMOKER'S MAGAZINE** at \$1.25. This unheard-of offer is made simply to increase the circulation of the magazine, which will be found interesting and of great value to every man who makes handles or smokes cigars. **THE SIGN MARKER** is not sold nor sent C.O.D.—it is FREE, and there is but one way to get it, and that is to subscribe to **THE SMOKER'S MAGAZINE** for one year at \$1.25, and one will be sent prepaid upon receipt of subscription. Guaranteed exactly as represented in every particular or money refunded without question. You run no risk!

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now!*

Please send us Postage or Express Order, New York Draft, or ac. stamps in registered letter for \$1.25 and your subscription for one year will be entered and a sign marker sent you promptly. Make local checks for \$1.25—they cost us 10c for collection. Stamps or money in unregistered letters at sender's risk. This offer is open to old subscribers as well as new—send in your order and have your subscription extended one year.

Every man can realize the great value of this offer, and should take advantage of it at once. Don't delay—send your order to-day—**NOW IS THE TIME**

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10¢ CIGAR.

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APR 30 1903

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